

GOVERNMENT OF ANDHRA PRADESH  
ABSTRACT

CINEMAS - Relaxation of number of shows and flexibility in deciding the number of shows in the stipulated time duration from 10.00 A.M. to 1.00 A.M. – Orders – Issued.

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HOME (GENL.A) DEPARTMENT

G.O.Ms.No. 115

Dated: 21-02-2009.  
Read the following:.

1. G.O.Ms.No.332 Home (Genl.A) Dept., dated 31-08-1996.
2. Representation from Sri Rajender Kumar . B, Head of A.P. State Council, Federation of Indian Chambers of Commerce and Industry, Banjara Hills, Hyderabad, dated 23-12-2008.
3. Representations dated 30-01-2009, 29-1-2009 and 09-01-2009 of M/s Adlabs, M/s Cinemax and M/s PVR Limited, Hyderabad.
4. Endt.No.3230/M (I&PR, Tourism/ 2008, dated 24-12-2008.

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ORDER:

In the reference first read above, the Federation of Indian Chambers of Commerce and Industry, Hyderabad, has stated not more than four shows are allowed to be screened in theatres, whereas the guidelines for Cinema business states screening of movies to start at 10.00 A.M. and finish by 1.00A.M. It was also represented therein that during earlier times in this 15 hours duration only four shows could be accommodated since the length of a movie was typically three hours duration, and now they can easily accommodate upto six shows in a day within the stipulated 15 working hours. He has also stated that to neutralize the impact of inflation alone, they have requested that the ticket price may please be allowed to be raised to atleast Rs.175/- which is at par with the major metropolitan cities.

2. Further in the reference second read above, (1) M/s Adlabs, (2) Cinemax, and (3) PVR Cinemas requested to consider their requests i.e., (1) to increase the number of shows beyond four shows as there is no restriction on number of shows in Cities like Bangalore, Delhi, Mumbai and Candigarh, and (ii) to enhance the ticket price from Rs.100/- to Rs.175/- on par with other major metropolitan cities.

3. Further, Government have issued instructions to restrict the number of shows to be screened in a Theatre not more than four per day in the larger interest of film industry amending condition No.43 of para 12 of B-Form Licence restricting the number of shows to four between 10.00 A.M. and 1.00 A.M.(Midnight) of Andhra Pradesh Cinemas (Regulation) Rules, 1970.

(Contd...2)

4. Government have carefully examined the above requests i.e., (1) to increase the number of shows beyond four shows, and (2) to enhancement of the ticket price from R.100/- to Rs.175/- on par with other major metropolitan cities, and have decided that the three agencies i.e., (1) M/s Adlabs, (2) Cinemax, and (3) PVR Cinemas Limited, Hyderabad, be permitted to run five shows between 10.00 A.M. to 1.00 A.M. duly relaxing the rules inforce. The enhancement of ticket price is not accepted by Government.

5. Government, therefore, hereby permit (1) M/s Adlabs, (2) Cinemax, and (3) PVR Cinema Limited, Hyderabad, to screen five shows between 10.00 A.M. to 1.00 A.M, in relaxation of relevant Rules.

6. The Commissioner of Police, Hyderabad City, is requested to take necessary action in the matter.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJOYENDRA PYAL,  
PRINCIPAL SECRETARY TO GOVERNMENT.

To

The Commissioner of Police, Hyderabad City.

The M/s Adlabs Films Limited, Ameerpet, Hyderabad.

The M/s Cinemax R.K.Cineplex, Banjara Hills, Hyderabad.

The PVR Cinemas Private Limited, Panjagutta, Hyderabad.

Copy to: P.S. to the M (I&PR, Cine, T.C., A&M.A).

Copy to: P.S. to the Principal Secretary to Government,  
Home Department.

SF/SCs.

// FORWARDED :: BY ORDER //

SECTION OFFICER